Statement

Foreign Collaboration proposals pending with this Ministry as on 26th july, 1989*/or manufacture of hybrid seeds in India.*

SI. No.	Name and Address of the Indian Company	Name and Address of the Foreign Company
1	M/s. Bisco Secdtec (P) Ltd. G-198, Radhepuri, Delhi.	M/s. Seedtec InternuionU, U. S. A.
2	M/s. Bilt Treetech (P) Ltd. Thapar House, 124-Janpath, New Delhi.	M/s.Plantex,AustraliaPty.Ltd.62-Thomas St. South Lake, Western Australia.
3	M/s. Omega Agseed (India)Ltd. 48-Bank Street, Khatau Building, Bombay.	M/s. Agseed Pty. Ltd. New South Wales, Australia.
4	M/s. Mahendra Raj Singhwi, Chidambaram, Tamil Nadu.	M/s. Ssr Companie, Du Nord, France.
5	M/s. Bharat Pulverising Mills Ltd "Shrinik tan" 14-Queens Road, Churchgate, Bombay,	2- (i) M/s. Novcseeds Subsidiary Co., of Sunseeds Genetic Inc. **U.S.A.** (ii) M/s. Vetomag Seed Growing and Trading Enterprise, Budapest Hungary.

Critical analysis of the schemes and programmes in telecasts and broadcasts

1323. PROF. C. LAKSHMANNA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Doordarshan and Akashvani do not permit any critical analysis of the schemes and programmes in their telecasts and broadcasts;

(b) what are the guidelines of Government to those electronic media;

(c) what are the agenicies Jwhidh monitor the programmes; and

(d) what is the composition of these agencies?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (PROF. K. K. TEWARY): (a) and (b) No, Sir. However the programmes broadcast/te^cast on Akashvani and Doordarshan are required to conform to policy guidelines for media units. A copy of these guidelines is in **the** enclosed statement. (See **below)**

(c) and (d) Monitoring of the programmes broadcast/telecast over Akashvani and Doordarshan is done on the basis of the reports received from Stations/Kendras, press comments, listeners/viewers' reactions and findings of the internal Audience Research Units. The programmes are also evaluated at the professional meetings at Stations/Kendras as well as Headquarters.

Statement

No. 7/6/80-IP&MC
Government of India
Ministry of Information and Broadcasting

New Delhi-1, the 2nd July 1980

To

All Media Heads (by name)

Subject;—Policy guidelines for official media units.

Sir,

The Government is committed towards the establishment of an egalitarian society and to promote social and economic justice for all in the

country. The official media units have to play a vital role in the context of over-all development strategies and Programmes of the Government. The various processes of thinking, planning and execution of publicity programmes have to be tuned to the efforts in these directions. People have to be mobilised towards the goals set by the Government and public support mustered for the programmes. The official media have, therefore, an obligation to provide information and build up motivation in support of such programmes and policies. It is in this context that the activities of the media should become an input in the nation-building tasks, They must strengthen the confidence of the people, promote the concept of self-reliance and encourage forces of unity and natioal harmony.

2. All this has to be done by the official media with a certain degree of creativity, originality and ingenuity so that the official media remain credible as well as interesting to all sections of the society and specially the youth of the country.

3. The Government have in this context carefully considered and approved the following guidelines for essisting the various official media units in their functioning: —

(1) Media Units should give effective coverage to Government's programmes, policies and achievements. Particular attention should be given to programmes and dissemination of information relating to developmental activities in all their facets including, for example, extension work in Agriculture, Education, Health and Family Welfare and Science and Technology.

(2) Media units should devise and present suitable programmes relating to youth, including information regarding opportunities for and the generation of employment in various fields.

(3) Vigorous steps should be taken by the official media units to serve the rural population, minority communities, women, children; illiterate as well as other weaker and vulnerable sections of the society.

(4) Each Media Unit should try to encourage both individual as well as collective effort by the handicapped, such as, blind; deaf; dumb and other disabled persons as well as institutions doing service to this section of society. Media Units should also try to propagate the good work that is being done to eradicate diseases like leprosy and to remove inhibitions about them.

(5) The Media Units should devise suitable programmes to eradicate social evils such as untouchability, narrow parochial attitudes and loyalties, inequalities and exploitation. Steps taken by the Government in this regard should be highlighted.

(6) Dissemination of information, news and comments in Akashvani and Doordarshan and Films Division should be done in a fair, objective and balanced manner including contrasting points of view with emphasis on events and developments. Reference to personalities may be made primarily for providing human interest.

(7) Media Units should adopt a professional approach in their activities . They should strive for creating audience interest and to meet their needs and expectations by talking about what is on the ground; having stories of local interest in a realistic manner by adopting actual field-based coverage. The media units should, instead of limiting themselves mostly to what the Government is planning to do, identify and highlight successful examples of group and individual efforts in developmental activities and to-

wards solution of local problems. Problems and issues should also be covered from the public point of view without any hesitation in bringing out healthy criticism.

(8) Media Units and, particularly, Akashvani and Doordarshan. should endeavour to put out news and features which are investigative and indepth. There should be a greater attempt in diversification of coverage in terms of personalities being brought in for participation, places of origination of news, and sources being relied upon.

(9) Media Units should have a constant dialogue among themselves and establish effective horizontal linkage to support and supplement one another's programmes and resources.

(10) Each Media Unit should have adequate systems for continuous evaluation and re-assessment of its performance in the context of its specific objectives, resources and schedules.

4- This communication supersedes earlier communications No. 1|5|77-IP&MC dated 18th April. 1977, No. 12/215/77-B(P), dated 29th June, 1978. No. 12/215/77-B(P), dated 7.11-78 and No. 12/215/77-BP dated 29th May 1979, on this subject.

5. The receipt of this communication may please be acknowledged.

Demands of DRDA Employees

1324. PROF. C. LAKSHMANNA: Will the Minister of AGRICULTURE be pleased to state:

(a) whether it is a fact that All India D.R.D.A. employees union has served a Notic$_e$ of Dharna on 17th July. 1989 by them;

(b) if so, what are-their demands; and

(c) what steps have been taken by Government to meet their demands?

THE MINISTER OF STATE IN THE DEPARTMENT OF RURAL DEVELOPMENT IN THE MINISTRY OF AGRICULTURE (SHRI JANARDHAN POOJARI: (a) [Yes. Sir.

(b) The main demands of the AH India DRDA Employees Union include:—

(i) Formation of State cadre with definite service rules.

(ii) Security of service.

(iii) Provision of benefits equal to the State Government employees.

(iv) Reversion of deputationists to their parent departments.

(v) Filling up of vacant posts through promotion and direct recruitment.

(vi) Earmarking adequate funds for establishment and contingencies according to sanctioned strength a$_s$ Non-Plan budget.

(vii) Provision of additional $_s$taff according to new scheme/programmes.

(viii) Reinstatement of employees of DRDA in Manipur,

(ix) Initiation of action against Project Officer, DRDA Ukhrul and Dy. Commissioner-cum- Chairman, DRDA Thoubal in Manipur State.

(c) As DRDAs are regiHe'red societies functoning under the administrative control, of State Governments and further as the demands of the AH India DRDA Employees Unio$_n$ pertain to action to be taken at State Government level, thei'r representation has been forward to the State Governments for sympathetic consideration.